

## AGENDA: MGUG Monthly Meeting August 2019

**When:** Wednesday, August 14, 2019 @ 5:00-7:00 pm

**Where:** IISD Offices, 325-111 Lombard Ave

1	<b>Review of Meeting Minutes</b>	Geoff
2	<b>Director Updates</b> <ul style="list-style-type: none"> <li>● Financial- Tatjana/Geoff</li> <li>● Sponsorship and Advertising- Matt/Keith/Melissa</li> <li>● Social Media and Marketing – Andrea</li> <li>● Jobs and Content – Heather</li> <li>● Web Maintenance – Keith</li> <li>● Membership - Jim</li> <li>● Education- Steven/Satwant</li> <li>● Event Planning- Evan/Glen/Cassandra</li> </ul>	Directors
3	<b>New Business</b> <ul style="list-style-type: none"> <li>● Advertise board positions</li> </ul>	
4	<b>Group Membership</b> <ul style="list-style-type: none"> <li>● Conference Planning (October 23, 2019) !!! <ul style="list-style-type: none"> <li>○ Budget Update</li> <li>○ Award Update</li> <li>○ Sponsorship Update</li> <li>○ Presenter Update</li> <li>○ Communications Update</li> <li>○ Other Conference</li> </ul> </li> <li>● Design Team <ul style="list-style-type: none"> <li>○ Conference Update</li> <li>○ Awards Form</li> <li>○ New timing sheets</li> <li>○ Menu card with sponsors</li> <li>○ Booth signs</li> </ul> </li> <li>● Education Update</li> <li>● Other</li> </ul>	Cassandra
5	<b>Special Projects</b>	Cassandra/Keith
6	<b>Other Business and Future Meetings</b>	Board
7	<b>Review Action Items</b>	Geoff
8	<b>Next Meeting – September 11, 2019. Location TBA</b>	

Minutes

Attendees: Cassandra, Andrea, Tatjana, Robert, Keith, Steven, Evan, Geoff, Matt

Regrets: Jocelynn,

Minutes accepted.

Director updates

**Financial:**

\$7,678.81 in the bank. Will have the handover shortly.

**Sponsorship** - hold off until conference discussion

**Social media**

Updates on Facebook, Instagram, Twitter, LinkedIn, Meetup and Email

Our e-mails have an average open rate of 25%, but conference e-mail has a 80% open rate (~985 view).

Group agrees it's good to know given early bird ending, make sure lots of e-mail opportunities to register for the conference.

**Jobs and Content**

Many new jobs posted. Looking for content from the community. Got a price for a banner: \$185-\$350. Specs are on slack channel. Andrea's created some banner designs - group likes them. Considering two banners. We'll buy one for now and then think about another one.

**Web Maintenance**

Rather than Modern Earth, Keith has looked for contacts, for \$50 a month he'll keep Wordpress up to date, SSL certs, plugins and basic design stuff. He does this for other groups as well. Web director can work along. \$50/month or \$600/year.

Cassandra requests that Keith figures out what we pay and how we can separate from Modern Earth. Keith says we own the domain name mgug.ca.

**Membership**

5 new members. One member heard from instructor Rob Zakaluk in environmental engineering. Jim noted that Rob's e-mail is no longer active and will try to update.

**Education**

Steven will try to reach out to Rob and others (incl MITT) to try to reach more students. Cassandra would like to see a laptop to sign up members at events we have a booth at.

GIS Day -- there are some events throughout, we should collate.

**Awards.**

We'll continue the awards, but look for lower cost options for adult awards.

Discussion that it's ok if Jocelynn can enter an award. Group agrees

Discussion about submitting digital projects for student award. In past we've displayed them somewhere.

**New Business**

OSM night in 2 weeks (August 28).

Social night/networking on September 5th.

We'll put things on the meetup site.

**Conference**

Budget: 7,500 confirmed, about halfway to goal of 15,000

Awards: how should we accept project ones - should have a form for one. Steven will throw a form together.

**Sponsorship**

Time to start making calls. Some duplicate issues in the sponsorship.  
Sponsorship BatchTracker /2019/Sponsorship/2019 Prospect Batch Tracker-KHversion.xlsx  
Use initial e-mail for a phone call.  
Keith will look through bounces and try to figure out what's happening.  
Steven said ACC is already processing and a cheque will come in soon.  
Keith has contacted BackRoadMaps.

If you know someone, check with Matt.

### **Venue Update - Evan**

Costs should be the same as last year, except there's a healthy snack option that we'll have at \$5/person. With those changes it came to 4300 for food.  
Evan will call the hotel tomorrow to block out rates, but they're being difficult and asking us to guarantee 10 rooms at a set rate. We won't do that but Evan will check in.

### **Speakers - Robert**

Need to book Kenneth Field's hotel  
Alessandro hasn't committed but looks pretty positive.  
Chabot and Martinez Canadian Red Cross - gonna hash out who's coming and what the workshop is.

Many concurrent sessions have already returned their speaker agreement.

Andrea asked if the confirmed speakers will be communicated to her - Speaker co-ordinator (robert) and sponsorship (matt) will make sure Andrea is aware and ready to promote. Draft schedule is ready.  
10 concurrent speakers. Booth exchange with AMM.

4/5 workshops are already confirmed

Steven would like to get Mark Ireland from Safe Software to do a workshop.

If anyone knows of another workshop presenter, let the group know on slack

Evan: recycling people won't happen.

Ken Field's will be reimbursed with cash.

### **Booths - Matt**

Have 7 booths - all sponsors want a booth.  
Manitoba search and rescue  
Keith could contact manitoba orienteering.  
We have 20 open tables.  
FOSS4G will be announcing just before our conference - They'd cross promote. they'll send someone to do a blurb. They aren't sure if they want a booth. They would promote MGUG this year and next year.  
Mark WinSAR and FOSS4G for booths.  
FOSS4G will need a brief 5 minute speaking section.  
Mineral and mines conference is interested in a booth swap.

Spare tables offered to art people who do maps. Those could be sources for prizes.

### **AV - Robert**

Green room won't be a problem. similar to last year.  
Our contact will need to know how much room is needed for chairs.

### **Design - Andrea**

Layouts for agenda (2 page landscape).  
Speakers, talks, and design.

**Sponsors and Comms - Cassandra**

Need to make sure that we're consistent about sponsorship visibility.

Contact sponsorship person at CBC.

Think about door prizes and speaker gifts.

Make a budget for gifts and awards - Geoff and Tatjana.

CTAM and GISP - can we get MGUG or events to connect.

Still have a 30 minute speaker slot - follow up with Mark Alexiuk Geoff Will

Adjourned at 7:09